

AVIATION DEPARTMENT PROMOTIONAL FUND
RECOMMENDED EXPENDITURES

Fiscal Year 2003-04

Also incorporated in the Budget Ordinance are recommendations for Aviation Department Promotional Fund expenditures totaling \$415,000. Of this amount \$375,000 is committed for recurring events and \$40,000 to support other aviation activities and the General Aviation Airports. As the date of the approved events/program approaches, the Aviation Department will obtain the documentation required by Administrative Order 7-32 from each entity for review by the Aviation Department and the County Attorney's Office prior to disbursement of funds, and in accordance with the following recommendations.

1. Trade Mission Center of the Americas
Event title: Trade Missions
Amount recommended: \$200,000

The purpose of this center is to coordinate incoming and outgoing trade missions and to publish an international calendar of events, and to develop a strategic plan for the Trade Mission Center.

2. Custom/Trade/Finance Symposium
Event title: Eight Symposiums of the Americas
Amount recommended: \$10,000

The Symposium provides an annual forum for the nation's leading customs officials and business trade executives to learn the latest advances in trade talks and transportation. It presents a forum to exchange views on how to develop strategies to enhance the growth of international trade and the automation and modernization of customs procedures essential for the efficient movement of goods and passengers through Miami International Airport.

3. African/ Latin American/Caribbean Aviation Summit
Event title: Air Service
Amount recommended: \$30,000

This is a new program to enhance international trade and development air services between Africa, Latin America and the Caribbean to the United States.

4. Airport Minority Advisory Council
Event title: Annual Sponsorship
Amount recommended: \$5,000

The Airport Minority Advisory Council (AMAC) promotes the full participation of minority women-owned businesses in airport contracts, and promotes the employment of minorities and women in the airport industry. This organization has over 600 members, including minority and women business owners, airport operators, corporations, government official and other aviation entities.

5. Miami-Dade County Days
Event title: 2004 Dade Days in Tallahassee
Amount recommended: \$5,000

Miami-Dade Days provides a unique opportunity of participants, including local officials and community leaders to discuss legislative priorities with state legislators in an informal setting.

6. Airport Council International
Event title: Media Conference
Amount recommended: \$10,000

The Miami-Dade Aviation Department will be hosting a media related conference. This conference will last 2.5 days and it will include discussions with popular aviation journalists and key industry representatives, as well as a crisis communications workshop. Different airports hold this conference every other year.

7. Miami-Dade County Aviation Department
Event title: Category X Airport Security Coordinators Meeting
Amount recommended: \$10,000

The Miami-Dade Aviation Department implemented this new program to bring, share and exchange common concerns with security coordinators from across the country.

8. Miami-Dade County Aviation Department
Event title: Security Heroes Recognition
Amount recommended: \$4,700

This program had been implemented by Miami-Dade Aviation Department to recognize employees for outstanding performance in the area of security at Miami International Airport.

9. Miami-Dade County Aviation Department
Event title: Security and Safety Union Meetings
Amount recommended: \$2,000

Meetings conducted by Miami-Dade Aviation Department at MIA to promote safety and security among union workers.

10. Miami-Dade County Aviation Department
Event Title: Miami Gallery Exhibition Program
Amount recommended: \$12,000

This program promotes art exhibits and enhances customer experience at MIA.

11. Miami-Dade County Aviation Department/Miami-Dade County
Event title: MDTV Promotional Spot Program
Amount recommended: \$50,000

For services rendered by Miami-Dade TV Promotional Spots Program to promote Miami International Airport.

12. Miami-Dade Aviation Department
Event title: Airport Law Enforcement Council
Amount recommended: \$2,750

The Miami-Dade County Aviation Department jointly shares meetings with the Transportation Security Administration (previously held with FAA) to introduce new airport initiatives, shares intelligence to reinforce and to strengthen communications between Airport law enforcement communities.

13. Capital Improvement Program (CIP) Event
Event title: New MIA projects/inaugurations
Amount recommended: \$48,550

On-going CIP projects at Miami International Airport

14. ACI-NA Public Safety Conference
Event title: Public Safety & Security Committee Meeting
Amount recommended: \$25,000

The Miami-Dade Aviation department, along with airports Council International (ACI) will be hosting the Spring 2004 ACI Public Safety and Security Committee Meeting. The Committee meeting will bring together Security, Safety and Operations officials from airports throughout the United States as well as U. S. Department of Transportation and Federal Aviation Administration senior officials from Washington, DC.

In summary, these events will provide Miami-Dade County's Aviation Department an excellent opportunity to showcase and promote Miami International Airport and its General Aviation Airports. All promotional funds recipients will be required to comply with the requirements of Administrative Order 7-32 governing the expenditure of Miami-Dade County Aviation Department promotional funds, and with the Federal Aviation Administration's guidelines.